

Message Text

UNCLASSIFIED

PAGE 01 CAIRO 11728 191228Z

42

ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 INR-07 PA-02 PRS-01 USIA-15

(ISO) W

----- 080855

R 191200Z NOV 75

FM AMEMBASSY CAIRO

TO SECSTATE WASHDC 8018

INFO USDOC

AMEMBASSY TUNIS

AMEMBASSY KUWAIT

AMEMBASSY ABU DHABI

AMEMBASSY JIDDA

AMEMBASSY TEHRAN

AMEMBASSY DHAHRAN

UNCLAS CAIRO 11728

KUWAIT POUCH BAGHDAD

E.O. 11652: NA

TAGS: BTRA EG

SUBJECT: TENNESSEE TRADE MISSION

1. TENNESSEE TRADE MISSION ARRIVED CAIRO MORNING OF NOV 15 AFTER INNUMERABLE MESSAGES RE TRAVEL PLANS AND HOTEL RESERVATIONS HAD RAISED CONSIDERABLE DOUBT AS TO STATUS OF MISSION. EMB BRIEFING SCHEDULED AT 1400 HOURS WAS ATTENDED BY MISSION DIRECTOR RICE AND JAY SMITH OF SMITH TRAVEL SERVICE. OTHER MISSION MEMBERS HAD SCHEDULED BUSINESS APPOINTMENTS FOR THIS PERIOD THUS COULD NOT MAKE BRIEFING. EMB COML OFF PRESENTED RICE AND SMITH WITH LISTS OF LIKELY CONTACTS WHICH COML STAFF HAD PREPARED FOR EACH MEMBER AND DISCUSSED BONA FIDES OF EACH RECOMMENDED CONTACT. RICE WAS MOST APPRECIATIVE OF EMB EFFORTS RE BOTH CONTACT LISTS AND HOTEL ACCOMMODATIONS.

2. IT IS VERY DIFFICULT TO ASSESS IMPACT OF TENNESSEE MISSION AS EMB HAD NO CONTACT WITH MISSION AFTER BRIEFING. PRODUCT LINES REPRESENTED WOULD, FOR MOST PART, APPEAR TIMELY FOR EGYPTIAN
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MARKET BUT EMB HAS AS YET HAD NO FEEDBACK FROM EITHER MISSION

MEMBERS OR LOCAL BUSINESS COMMUNITY.

3. COMMENT: ALTHOUGH AS NOTED ABOVE PRODUCT LINES REPRESENTED BY
SUBJECT MISSION APPEAR TIMELY FOR EGYPTIAN MARKET, WE WOULD HAVE
TO SPECULATE THAT MISSION IMPACT WAS SERIOUSLY WEAKENED BY POOR
PLANNING AND FAILURE TO PROVIDE ADVANCE MAN TO SECURE APPOINTMENTS
AND CONFIRM OTHER ARRANGEMENTS.
EILTS

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NNN

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Disposition Event:
Disposition History: n/a
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